



Carolina Perez

ABOUT

Detail-oriented multi-disciplinary Graphic Designer with 10+ years' experience in agency and in-house settings. Proficient in web design, print, and video. Proactive learner with effective time management and problem-solving skills, enabling independent project completion.

CONTACT

Cellphone: (240) 883-2123

E-mail: carolaweb@gmail.com

Portfolio: www.maydigitaldesign.com

EDUCATION

UX/UI Design Certificate

Designlab, 2023

Web Design Circuit (HTML/CSS)

General Assembly, 2019

Postgraduate Degree in Marketing

Federal University of Parana, 2016

BS in Product Design

Catholic University of Parana, 2008

SKILLS/TOOLS

- Problem Solving
- Attention to Detail
- Creativity
- Communication
- Time Management
- Typography
- Branding
- Color Theory
- Photography
- Print Design
- Video Editing
- Brand Guidelines
- Email Marketing
- Digital Design
- Visual Design
- UX/UI Design
- Web Design
- Information Architecture
- Figma
- HTML/CSS
- CMS (WordPress)
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign
- PowerPoint

PROFESSIONAL EXPERIENCE

Graphic Designer

Exertis Almo, 2020 to present (Remote)

- Create and develop a wide range of design deliverables, including landing pages, web banners, newsletters, email marketing, presentations, logos, brochures, sell sheets, videos, as well as signage and graphics for trade shows
- Ensure efficient workflow, prioritization of tasks, and timely delivery of final materials, managing multiple projects concurrently
- Collaborate with cross-functional teams and clients to gather project requirements and effectively translate them into visually compelling designs
- Provide constructive feedback and final approval on design projects, mentoring junior designers to enhance their skills and maintain high standards.
- Successfully implemented email framework and oversaw distribution, contributing to efficient and effective email marketing campaigns

Graphic Designer

Confronto Commercial Real Estate, 2014 to 2016

- Designed various visual products boosting their sales by 30% within the first 6 months
- Managed and updated website and social media
- Oversaw photography and signage production

Graphic Designer

FH Consulting, 2013 to 2014

- Responsible for the design of company's website (from functional flow chart and wireframing to final design using Axure and Photoshop)
- Designed brochures, flyers, advertising, newsletter, pitch decks, social media ads, and email production

Graphic Designer

Informa Exhibitions, 2011 to 2012

- Designed signage and graphics for B2B trade shows

Web Designer

Alphus Technologies, 2009 to 2011

- Designed 20+ websites across diverse industries
- Implemented designs using HTML and CSS
- Worked closely with developers and back-end teams to ensure seamless integration of design elements into the final website product
- Oversaw everything from initial concept to final design
- Developed functional flow charts and wireframes to establish project structure and ensure optimal user experience design
- Utilized UI design principles to create intuitive and user-friendly interfaces that enhanced website usability and navigation